



PLAIN
TALKS

30, 1933

THE PRESIDENT'S MESSAGE

OOOOO

If we could concentrate, at Hallowe'en, all the witches, black cats and bogeymen that haunt us through the year, have a good laugh and then forget them for another year, how much better off we would be. We are amused at the children's frightening each other with masks and tick-tacks, and yet every day we frighten ourselves by horribly grotesque fancies equally as foolish. Did you ever stop to think that our greatest anxieties are over things that never happen?

Now there are some things that we can do something about, but many that we can't, and any amount of worry will not help the situation one little bit.

If we would have economic security, we can patiently conserve our income by budgeting and strive every way possible to prepare ourselves for larger earnings. Outside of that, there is little we can do. If we would be well, the rules are simple and easily learned, and certainly we as individuals can do most for our own health.

If we would have friends, we have but to be a friend, and if we would be good citizens, we may take our part in community affairs in whatever way our modest talents permit. If we would have a quiet conscience, we can find or work out a philosophy that fits our ideals.

About all these things we can do something, and certainly if we are to get the most out of life, we ought to be working on them constantly. When we are satisfied that we have done all we can, our best, then we should be content. But as for all those things about which we can do nothing—for heavens' sakes, let's don't worry.

At Hallowe'en, let us have a good laugh at all the black cats that have been bothering us, and then forget them until next year.

Tom P. Walker

TEXAS WINS BASE BALL SERIES

To the Texas Division goes the 1933 Soft Ball Baseball Championship of Gulf States Utilities Co. Although it took several weeks to decide the winner, the Texas boys finally out-maneuvered their Louisiana brothers in four out of five games played.

The first games of the series were played in Lake Charles with each division taking a game. The third game played in Beaumont resulted in a real mud battle. Beaumont finally "slipped" over two runs as a result of Poulson's long double and three loop-the-loops by the Louisiana boys. Needless to say, it rained.

The hitting of Hebert for the Texas Division and the fielding of the entire Louisiana team, especially Hansen, were features of both games. Hansen's catch of Stahl's well-labeled homer would have made the Texas League boys blush. Robichau did some excellent base stealing, only the umpire thought such tactics unfair. Big Andrus' theft of second in the first game was probably the greatest achievement of the entire series.

Both teams enjoyed the games as well as the refreshments that were served at the first two meetings of the clubs.

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The third annual Gulf States Indoor Baseball League will begin Thursday, November 2, with four teams competing. All games will be played at the local Y. M.C.A. gymnasium.

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— o o o — E. P. S. OFFICIALS VISIT G. S. U.

W. E. Wood, T. J. Hanlon, Jr., and D. M. DeBard, officials of Engineers Public Service Co. with headquarters in New York City, were Gulf States guests recently.

Messrs. Wood and Hanlon arrived during the latter part of September. Mr. DeBard stopped off for a few days during the week of October 22.

— o o o — COMPANY BUYS ELECTRIC KITCHEN

To aid in the sale of electric appliances, and to promote interest in completely electrified kitchens, the Company recently purchased an all-electric kitchen.

Three walls with built in shelves and cabinets present a

proper background for the electric dishwasher and sink, range and refrigerator. There are numerous outlets from which other smaller appliances can be operated.

The electric kitchen was used exclusively in the recent KFDM

cooking school. It will also be on display, and in operation, at the South Texas State Fair. After the Fair, it will probably be installed in a permanent "home" where salesmen may use it in selling and closing appliance sales.

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BEAUMONT DIVISION

Beaumont Accounting



Louis Maher has recently developed the proper "inspiration" to purchase a new Plymouth sedan, which he parks at the same house on Calder Ave. practically every night.

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Bill Ricks has had quite a time keeping up with his various girls. Look out, Bill, the proper "inspiration" may get you, too.

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C.E. Henry and H.R. Weaver have cause to be proud as they now boast of new corners in their

homes; a boy and girl respectively.

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A heated Volley Ball contest between the two happy lightweights, Julius DeBouy and Jimmie Linnehan and their drawbacks was decided recently on the local Y.M.C.A. court with the Linnehans emerging victors. Of course, with such a contest usually a prize cup is awarded the winners, but instead, a prize mug of 3.2 for each winning player was presented by Julius with much reluctance.

Also, Julius has intimated that he shall remove his name from the list of challengers; hereafter.

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Mary Lou Block has returned to work after a brief illness.

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Thelma and Clover South had as their guests recently, their sister and brother-in-law, the E. L. Jones of Tyler.

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Dorothy White motored to Conroe with friends to spend Labor Day.

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Miss Mattie Gray entertained the girls of the Billing Department with a Halloween bridge party on October 16.

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Claim Department

Born to: the J.T.Reidys, John Thomas, Jr., October 2.

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Beaumont Garage

Instead of remaining open day and night, the Company garage is now open from 6:00 A.M. to 12:00 P.M., week days, and from 8:00 A.M. to 6:00 P.M., and 10:00 P.M. to 12:00 P.M. Sundays.

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Shorter hours necessitated more help...L.E.Riggs and W.T.Frazier are new members of the garage force.

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Beaumont Distribution

To the Fair: the H.C.Morrison; the C.R.Wallaces; the Lewis Roberts and Cecil Nantz families.

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Vacations: The A.L.Stahls to Caplen; Izene Rouse and sons to Groveton; W.H.Brader to Galveston Bay.

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Transfers: L.G.Johnston and Tommy Burdette from Line Department to Service Department; L.W.Lengnick from Liberty to Beaumont.

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Ruth Wilbanks attended the district meeting of the Business and Professional Women's Club in Temple, recently.

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R.O.Hopkins is back in Beaumont after doing some "pinch hitting" in Conroe and Liberty.

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Beaumont Sales

Vacations: the A.T.Holleys to Carlsbad Cavern and Kerrville; the F.P.Allens and Art Kruegers to Edmundson's Camp in Hunt, Tex.; Dorothy Futch to Houston; Edwin Fox to Houston; Mary Lena Nall to Dallas and Waxahatchie.

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Rod Honsberger is now "terra-planing" around town.

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Doc Charlton won the G-E Junior refrigerator offered as a prize to Beaumont salesmen in a refrigerator sales contest held from June 5 to September 30. This makes the second electric refrigerator Lucky Doc has won.

He presented Gladys Spell a box of candy for drawing his name.

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The Customer Recovery Drive is going over with a bang! Beaumont reports 247 customers connected during the first three weeks of the campaign, and more than 100 have been connected since the 1st of October.

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Soon after the J.B. Bishops moved into their new home on Voth Road, a burglar visited Pat, relieving his trousers of all ready cash.

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Orange

Vacations: K. Sonnier to Louisiana; W.B. Boswell to Corroe and Baton Rouge; Brad McMaster to Canada; E.A. Stobart to San Antonio.

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To the Fair: J.F. Delage.

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LOUISIANA DIVISION

Lake Charles

To the Fair: May Thomson; the T.M. Keillers.

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Mr. Morgan made a good start on a good vacation by appearing at the office, as usual, only after a few days' absence.

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Sick: K. Sonnier and W.R. Callahan, malaria; J.T. McCoppin, measles; Maxine Hunt, ailing.

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The Orange County Tennis Tournament got under way the week of October 9 on the Company court.

West, Parker, McCoppin, Hatley, and Delage of the Orange office and plant, participated.

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Born to; the Geo.H. Wests, Georgia Ann, Sept. 21.

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The West, Delage, and Moore families are now enjoying the conveniences of G-E refrigerators.

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We were glad to see Tommy Keiler of the Lake Charles office who visited us recently.

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Although the city has discontinued street lighting, a number of citizens have had the lights in their neighborhoods turned on again, and are paying the electric bill themselves.

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The Stock Market Campaign went up with a bang when Salesman Jennings Fisher sold 9 refrigerators in 10 days, in the campaign now in progress.

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Mrs. Roth is back at the switch-board after a few days' illness.

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The Al Newlins and "Sug" Goens are proud parents of baby boys, born in September.

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The Gulf States Baseball team won the city championship in the Soft Ball League, and are proudly exhibiting a beautiful trophy.

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Elton

Merchandise sales and collections have improved greatly.

Rice farmers in this section are cheerful over the good crop raised this year and the increased price offered for rice.

We hope to have all of our old irrigation customers back on the line next year.

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Lafayette

Fred C. Cordsen and Emmet Le Blanc have rejoined the organization as substation operators in Lafayette.

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S. T. Campbell has replaced H. A. Nail, resigned.

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Vacations: E. A. Comeaux, Opelousas, to Houston, Galveston, and Port Arthur.

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NAVASOTA DIVISION

Navasota

To the fair: Ethel Doan; the John Knapps; Selma Schow.

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Vacations: Ernest Figari to Galveston; Pat Griffith to Corpus Christi; Jack Shirey to parts unknown.

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Ex-steno Dovie Chatham and young daughter, AlVerne, visited in Navasota recently. We were glad

to see Dovie and particularly glad to meet little Miss Chatham.

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We extend our deepest sympathy to the F. W. Bridler family on the death of their son, Frank, on September 14.
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Conroe



"Red" Boswell spends most of his NRA hours teaching his old grey mare new gaits.

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Selma Schow held a cooking school in Willis the latter part of September.

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Mrs. Ruth Evans returned to work September 30 after a very restful and enjoyable vacation.

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We are all thrilled over the fact that the dishwasher given away by Edmundson Refrigerating Corp. was won by Mabel Coleman, whose efforts were very deserving.

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Caldwell

Gulf States was well represented in the Burleson County NRA work. W.G. Clarke and wife were on the general committee, and I.C. Moore was on the compliance committee.

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Hubert Burns has been transferred to Caldwell as Chief En-

gineer to relieve T. A. Sandidge who was moved to Navasota.

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With the new NRA schedule, Ben Sullivan has been taken from the extra time list to a regular shift at the plant.

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To the Fair: the Vic Gayles.

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Bill Clarke displayed his talents as an actor again recently when he took part in a musical comedy given by the Women's Missionary Society.

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Salesman (beginning to unroll his samples): "I'd like to show you..."

Merchant (emphatically): "No, I'm not interested."

Salesman (eagerly): "But couldn't I just show you?"

Merchant (firmly): "Not a chance, I'm not interested."

Salesman (wistfully): "Well, do you mind if I just look at them myself? I haven't had a chance to see them in three weeks."

PORT ARTHUR DIVISION

Commercial Department

Born to: the Frank Smiths, a son, October 3.

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L.J. Johnston is turning in about 50 C.R.D. customers every ten days. The rest of the DRs are turning in a few along with him.

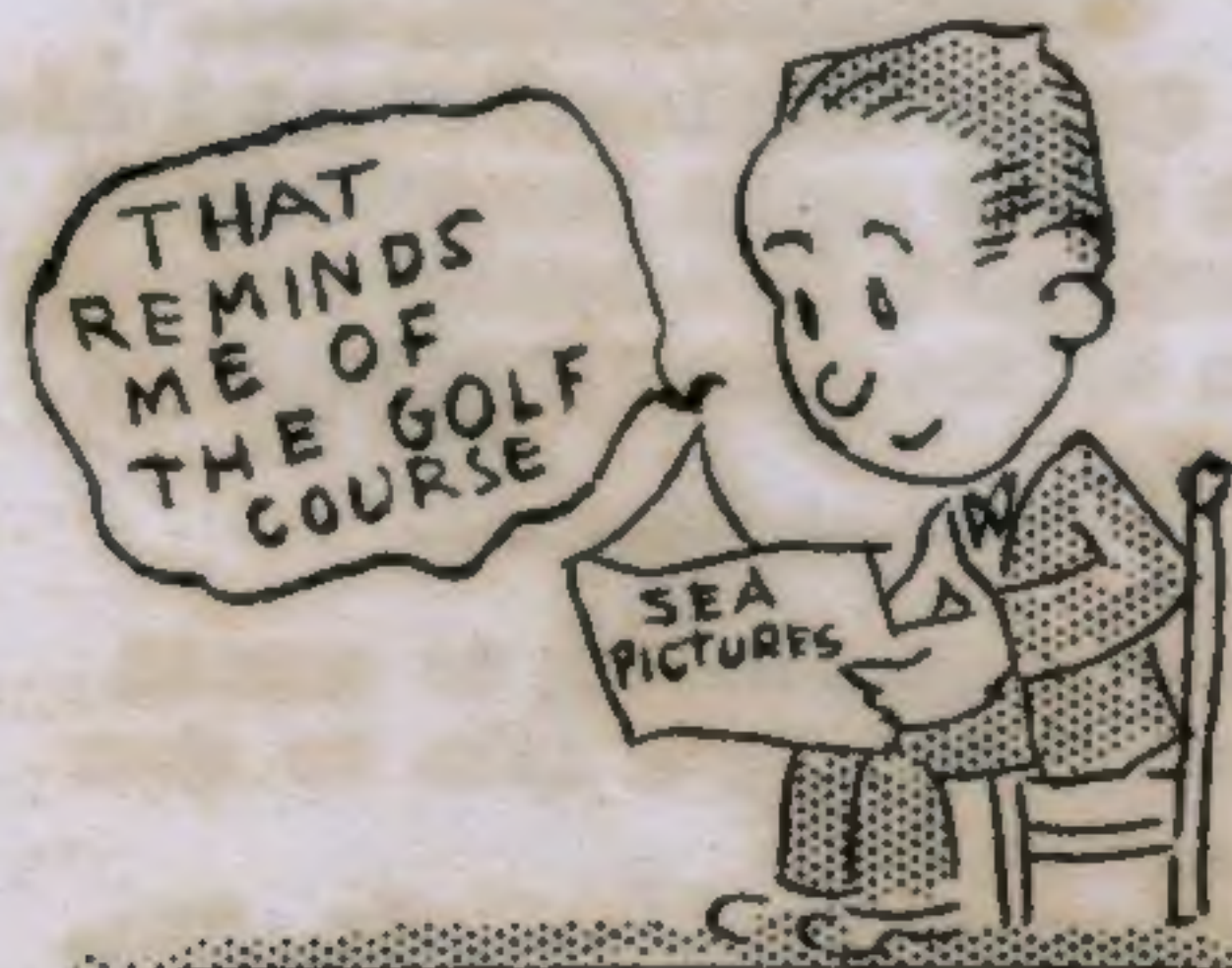
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The DRs office has been completely overhauled and painted.

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G.J. Glidden won the G-E Jr. refrigerator given away in the Port Arthur Division recently.

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C.S. Keith is looking for a golf ball that floats. Cecil enjoys playing golf in about seven inches of water.

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Distribution Department

Jake Hagler's advice to would-

be stock market speculators:
"Don't do it!"

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L.L. McClellan is a new member of the Line Department. Mac held a similar job in the Beaumont Line Department several years ago.

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Joe Prejean has been transferred from the Line Department to the Service Department.

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Installing meters for 375 new customers in Port Arthur during September kept the Meter Dept. humming, and brought back memories of better days.

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We are all glad to see Clay Wilkes back on the job again after a recent serious illness.

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Frank Peveto and Joe Prejean, hay fever victims, are offering a cash reward for anyone submitting an effective cure.

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The latest fishing story: Lee Hyatt says he caught 55 fish in one day. A week later, Umphrey and Kunitz report a catch of 85. And then E.L. Granau comes in telling about a catch of 125. Who's next?

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Ice Department

Jules Naquin attended the American Legion convention and

Century of Progress fair in Chicago, Sept. 29 - Oct. 9.

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Gulf States ice vaults have cooled more than 1000 kegs of beer since September 18th.

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Miscellaneous

To the district conference of

Texas Federation of Business and Professional Women's Club, held in Marshall September 23-24, went Frances Trotti, State Corresponding Secretary, Mary Lillverstrom, State Director at Large, Ruby Ray Ridley, District 6 Director, and Ruth Wilbanks, local club treasurer.

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E. T. E. NOTES

The interurban line which connected Beaumont and Port Arthur has been completely dismantled. However, the old slogan of service "Every Hour on the Hour" is being efficiently maintained by the Beaumont-Port Arthur Bus Line.

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The first week in October saw the NRA Blue Eagle appear on all street cars and buses of the Eastern Texas Electric Company.

The Company had been unable to sign up before because the transit industry code, though drafted, was awaiting approval before it could be considered official.

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E.T.E. welcomes back two former operators in the Beaumont Division; G. E. Hunsucker and M. O. Crain, and a new member in the Port Arthur Mechanical Department; R. A. Sangster, Jr.

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September brought much encouragement to employees of the E.T.E. Co. for it was the first time in over three years that the gross earnings of a current month exceeded those of the corresponding month of the previous year. Although the increase was very slight, the mere fact that the downward trend had apparently been checked was most gratifying.

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Three new names have been added to our "Hall of Fame." In August T.L.Davis and J.E.Hamilton of the Port Arthur Division each earned his 5th gold star. In September A.A. Erwin of the Beaumont Division earned his 5th gold star.

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Born to: the George Tuckers, Mary Alice, July 17; the Frank Rohwedders, Frank Anthony, August 17; the W.B.Waters, Cecil Lamar, Sept. 18; the Rudolph Stouts, Rudolph Jr., Sept. 27th.

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